GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

STARRED QUESTION NO:257
ANSWERED ON:08.08.2001
SOCIAL AWARENESS
GADDAM GANGA REDDY;MALYALA RAJAIAH

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) the details of films funded by the Ministry during the last two years to create social awareness amongst the people in the country;

(b) whether the desired objectives were achieved; and

(c) if so, the details thereof?

Answer

MINISTER OF HEALTH AND FAMILY WELFARE (DR. C.P. THAKUR)

(a) to (c): A statement is laid on the table of the Lok Sabha.

STATEMENT REFERRED TO IN REPLY TO LOK SABHA STARRED QUESTION NO. 257 FOR 8.8.2001

(a) With a view to creating social awareness on health, family welfare and related issues, the Ministry of Health and Family Welfare has produced six long duration films viz., Hari Bhari, Kairee, Kal Ka Aadmi, Daman, Bitiya in Hindi and Iniya Udhayam in Tamil through National Films Development Corporation (NFDC) during the last two years.

Apart from this, short films have been produced as under:-

(i) Ahsaas (Hindi)

(ii) Dolma (Hindi)

(iii) Kargil Swasthya Mela (Hindi)

(iv) Katghar (Hindi)

(v) Mahananda (Bengali)

(vi) Two films for promoting Iodised salt consumption.

(vii) Film on the Family Health Awareness Campaign (Hindi and English)

(viii) Dharohar (Film on Home Remedies in Ayurveda).

(ix) Shuchita (Film on Yoga and Naturopathy) Shatkarma.

(x) Prakriti Ke Saath (Film on Yoga and Naturopathy) Swasth Rehne ke Nesargic Upaya.

(xi) Asha ki Ek Kiran (Film on Homoeopathy) Cataract.

(xii) Phool Jab kumhlane Lage (film on Homoeopathy) for treatment of allergy.

(b)&(c): Yes, Sir. Eight films have been released in States as under: -

(i) Kairee - Maharashtra.

(ii) Hari Bhari - Maharashtra, Gujarat, Andhra Pradesh, West Bengal and Madhya Pradesh

(iii) Daman - Maharashtra, Gujarat, Delhi, Madhya Pradesh, Uttar Pradesh, Rajasthan, Tamil Nadu, Kerala, Orissa, Assam and Andhra Pradesh and Satellite Channel (Zee TV)

(iv) Ahsaas - Doordarshan Channel.

(v) Kargil Swasthya Mela - Theatrical release all over the country.

(vi) Two films on Iodised Salt - Andhra Pradesh, Assam, Bihar, Gujarat, Nagaland, Manipur, Uttaranchal, West Bengal, Chhatisgarh, Tamil Nadu, Rajasthan, Uttar Pradesh, Orissa, Kerala, Arunachal Pradesh, Jhharkhand, Madhya Pradesh, Meghalaya, Mizoram, Tripura, Maharashtra, Karnataka and Jammu & Kashmir.

(vii) Film on Family Health Awarenwess Campaign - Shown to States AIDS Control Societies

Apart from exhibition through theatres in major towns, most of the films including the short ones, reach remote/rural areas through the Units of Directorate of Field Publicity, Non-Government Organizations (NGOs) and T.V. channels.